

THE "HOME OF TO-DAY" CREATED BY
SHERWIN – WILLIAMS

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PEOPLE are beginning to realise, as no generation before has ever done, that colour in the home definitely affects health and happiness. Everywhere houses are being transformed from a series of drab rooms into homes of beauty and delight.

Paint is playing a main part in this modern magic of colour in the home. The kind of paint used is an important consideration for every home decorator. Economy, as well as colour, is important. The best economy is to use the finest paint: the right paint for the right purpose, properly applied. The home decorator is absolutely safe with Sherwin-Williams paints, because they give, in a wide variety of modern shades, the greatest coverage and long lasting beauty of finish.

Sherwin-Williams is proud of the part it plays in the creation of the Home of Today. Knowing that every Canadian home-owner and home decorator is anxious to be informed as to best methods of beautifying the home, Sherwin-Williams has produced its popular booklet "The Home of Today", available in every S-W-store.

This volume is an enlarged edition of "The Home of Today", giving in more detail, information and illustrations of the newest practical, inexpensive and charming colour combinations possible in the average home. Within these covers will be found a generous selection of colour harmony plans to meet requirements of all types of homes, large or small, traditional or modern.

Each colour suggestion shown has been tested on an actual surface, using materials mentioned, in specifications. In this testing all the guess-work of colour scheming is eliminated, thus permitting you to visualize the finished results long before paint products are applied.

For best results with your decorating, may we suggest you see Sherwin-Williams Quality Paints, Varnishes, or Enamels, for they are longest wearing, most economical and the most highly preferred paint products obtainable.

If the "Home of Today" helps to bring brightness and cheer into your home, pass the word along to your friends so they, too, may find colour schemes appropriate for their homes.

The Sherwin-Williams Co. of Canada, Limited.

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SPECIFICATIONS FOR OPPOSITE PAGE

Roof — SHINGLE-X No. 600 — Light Green

Body — S-W-P — Outside Gloss White

Trim — S-W-P — Outside Gloss White

Sash — S-W-P No. 365* — Verdas Green

Door — S-W-P No. 365* — Verdas Green





SPECIFICATIONS FOR OPPOSITE PAGE

Roof — SHINGLE-X No. 606 — English Tile

Body — S-W-P No. 360 — Cream

Trim — S-W-P — Outside Gloss White

Sash — S-W-P — Outside Gloss White

Door — S-W-P No. 498* — Moss Green

Steps—PORCH AND DECK No. 49—Light Gray





SPECIFICATIONS FOR OPPOSITE PAGE

Roof — LINSOLENE No. 303 — Indian Red
Body — S-W-P No. 351 — Stone
Trim — S-W-P No. 351 — Stone
Sash — S-W-P — Outside Gloss White
Shutters — S-W-P No. 497 — Rich Red
Door — S-W-P No. 497 — Rich Red
Steps — PORCH AND DECK No. 46 — Red





SPECIFICATIONS FOR OPPOSITE PAGE

Roof — LINSOLENE No. 307 — Black

Body — S-W-P No. 360 — Cream

Trim — S-W-P — Outside Gloss White

Sash and Door — S-W-P No. 362* — Fr. Cr. Green

Porch — PORCH AND DECK No. 46 — Red





SPECIFICATIONS FOR OPPOSITE PAGE

Roof — CONSOLE No. 309 — Dark Brown
Body — S.W.P No. 375 — Colonial Yellow
Trim — S.W.P — Outside Gloss White
Sails — S.W.P — Outside Gloss White
Shutters — S.W.P No. 371 — Lincoln Green
Door — S.W.P — Outside Gloss White
Steps — PORCH AND DECK No. 46 — Red





SPECIFICATIONS FOR OPPOSITE PAGE

Roof — LINSOLENE No. 302 — Medium Green

Body — S-W-P No. 360 — Cream

Trim — S-W-P — Outside Gloss White

Sash — S-W-P No. 467 — Black

Shutter — S-W-P No. 449 — Apple Green

Door — S-W-P — Outside Gloss White

Steps—PORCH AND DECK No. 49—Light Gray





SPECIFICATIONS FOR OPPOSITE PAGE

HOUSE

Roof — SHINGLE-X No. 607 — Black
Body — S-W-P — Outside Gloss White
Trim — S-W-P — Outside Gloss White
Sash and Shutters—S-W-P No. 365*—Verdas Green
Door — S-W-P — Outside Gloss White
Steps—PORCH AND DECK No. 49—Light Gray

BARN

Roof — SHINGLE-X No. 607 — Black
Body—COMMONWEALTH BARN PAINT—Red
Trim — S-W-P — Outside Gloss White

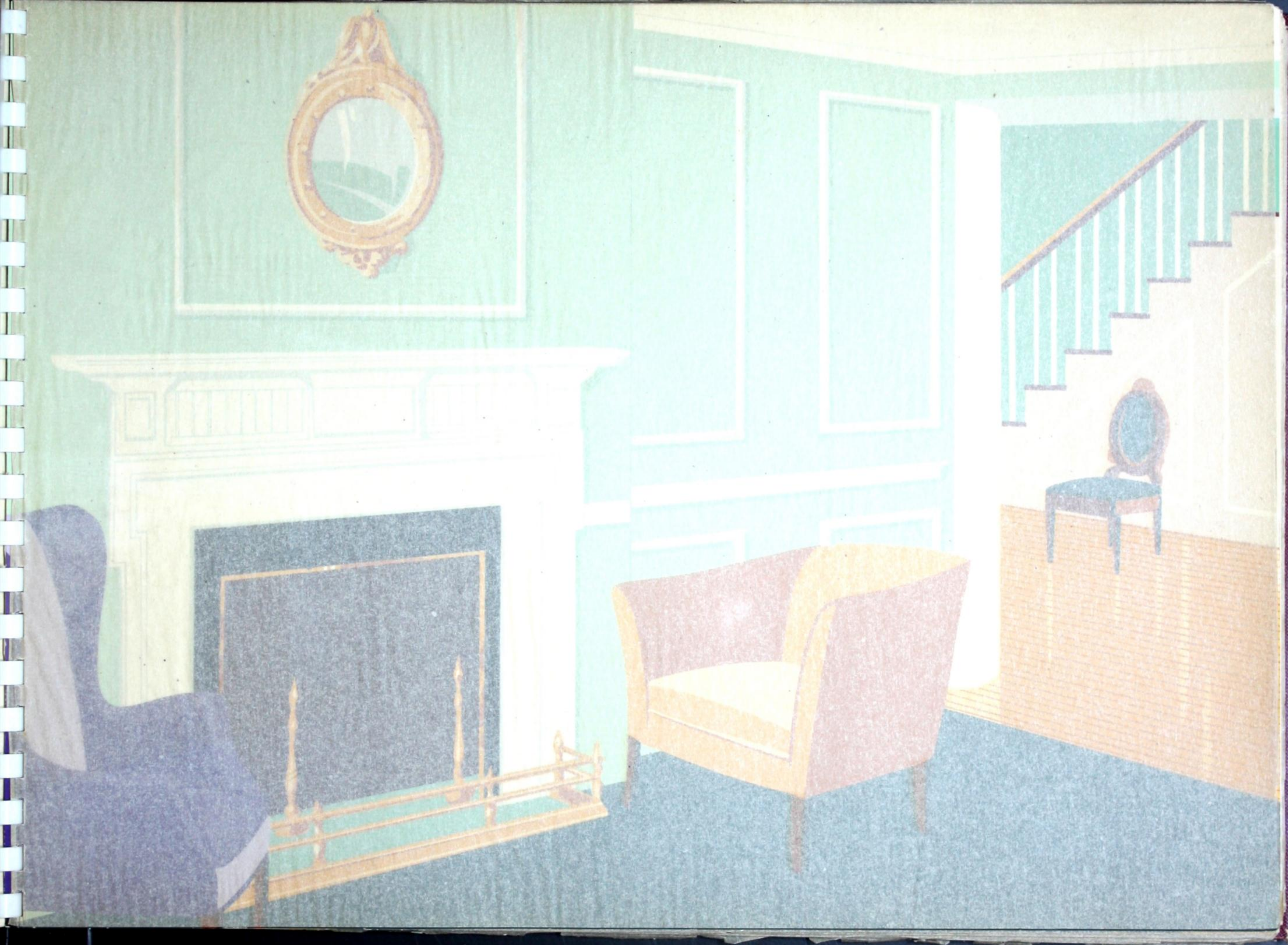
WINDMILL — METALASTIC — Battleship Gray





SPECIFICATIONS FOR OPPOSITE PAGE

Ceiling	—	FLAT-TONE	—	White
Walls	—	FLAT-TONE	—	Pale Jade
Woodwork	—	SEMI-LUSTRE	—	White
Floor	—	LIN-X	—	Clear Gloss





INSTRUCTIONS FOR OPPOSITE PAGE

Light	FLAT TONE	White
Medium	FLAT TONE	Pale Jade
Dark	FLAT TONE	White
Clear	FLAT TONE	Clear Gloss





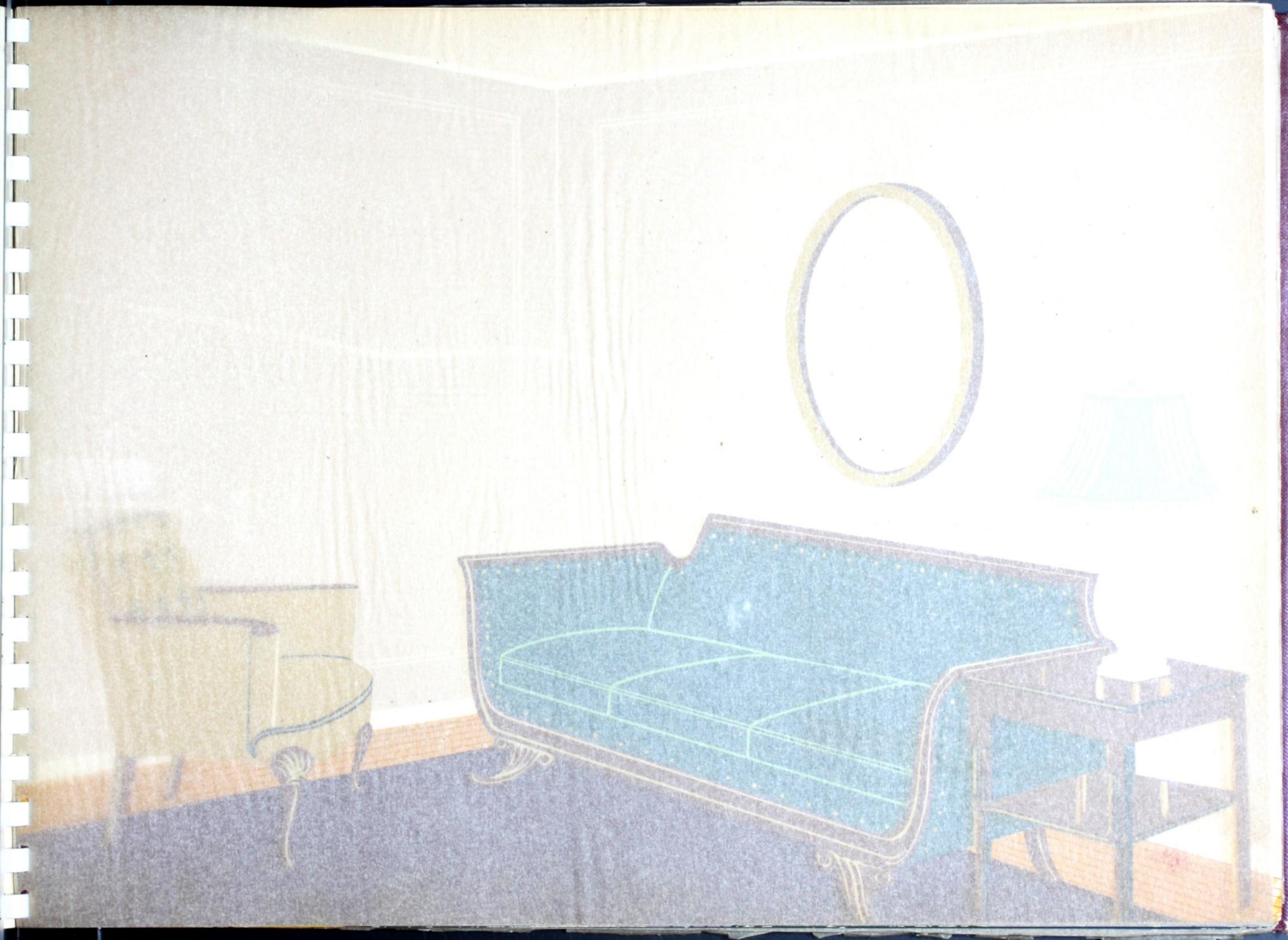
SPECIFICATIONS FOR OPPOSITE PAGE

Ceiling — FLAT-TONE — New Caen Stone

Walls — FLAT-TONE — Warm Beige

Woodwork — SEMI-LUSTRE — White

Floor — LIN-X — Clear Gloss





SPECIFICATIONS FOR OPPOSITE PAGE

Light FLAT-TONE --- New Caen Stone

Dark FLAT-TONE --- Warm Beige

Randomly SEMI-LUSTRE --- White

Plain LIN-X --- Clear Gloss





SPECIFICATIONS FOR OPPOSITE PAGE

Ceiling	FLAT-TONE	—	Ivory
Walls	FLAT-TONE	—	New Caen Stone
Woodwork	SEMI-LUSTRE	—	White
Floor	LIN-X	—	Clear Gloss





SPECIFICATIONS FOR OPPOSITE PAGE

Ceiling — FLAT-TONE — Pearl Gray

Walls — FLAT-TONE — New Silver Gray

Woodwork — SEMI-LUSTRE — White

Floor — LIN-X — Clear Gloss





SPECIFICATIONS FOR OPPOSITE PAGE

Ceiling	—	FLAT-TONE	—	White
Walls	—	FLAT-TONE	—	Light Buff
Woodwork	—	SEMI-LUSTRE	—	White
Floor	—	LIN-X	—	Clear Gloss





SPECIFICATIONS FOR OPPOSITE PAGE

Ceiling	—	FLAT-TONE	—	White
Walls	—	FLAT-TONE	—	Cream
Woodwork	—	SEMI-LUSTRE	—	Bright Sage
Floor	—	MAR-NOT FLOOR ENAMEL	—	Mahogany





SPECIFICATIONS FOR OPPOSITE PAGE

Ceiling	—	FLAT-TONE	—	Ivory
Walls	—	FLAT-TONE	—	Blossom Pink
Woodwork	—	SEMI-LUSTRE	—	White
Furniture	—	SEMI-LUSTRE	—	Silver Gray
Floor	—	LIN-X	—	Clear Gloss





SPECIFICATIONS FOR OPPOSITE PAGE

Ceiling — FLAT-TONE — Pearl Gray

Walls — FLAT-TONE — New Silver Gray

Woodwork — SEMI-LUSTRE — White

Floor — LIN-X — Clear Gloss





SPECIFICATIONS FOR OPPOSITE PAGE

Ceiling	—	FLAT-TONE	—	Ivory
Walls	—	FLAT-TONE	—	Warm Beige
Woodwork	—	SEMI-LUSTRE	—	White





SPECIFICATIONS FOR OPPOSITE PAGE

Ceiling	—	FLAT-TONE	—	White
Walls	—	FLAT-TONE	—	Horizon Blue
Woodwork	—	SEMI-LUSTRE	—	White
Furniture	—	SEMI-LUSTRE	—	Canary Yellow





SPECIFICATIONS FOR OPPOSITE PAGE

Ceiling — SEMI-LUSTRE — Canary Yellow

Walls — SEMI-LUSTRE — Light Pink and Buff
(equal parts)

Woodwork — ENAMELOID — White

Ceiling — SEMI-LUSTRE — Ivory White

Walls — SEMI-LUSTRE — Pale Green

Woodwork — SEMI-LUSTRE — Pale Green





SPECIFICATIONS FOR OPPOSITE PAGE

Ceiling — SEMI-LUSTRE — White

Walls — SEMI-LUSTRE — Pale Green

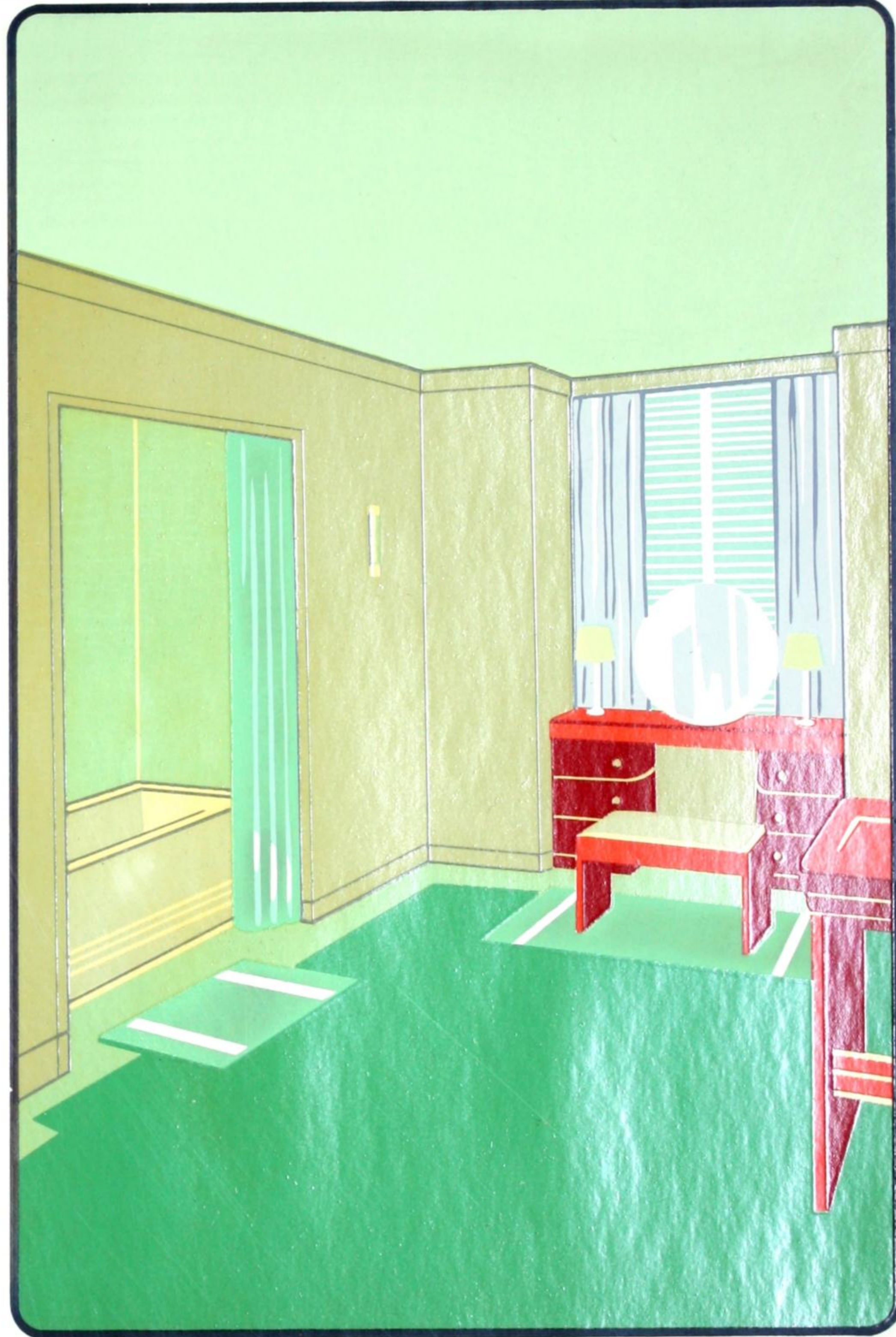
Woodwork — ENAMELOID — Ivory

Ceiling — SEMI-LUSTRE — Pale Green

Walls — ENAMELOID — Platinum

Woodwork — ENAMELOID — Platinum

Furniture — ENAMELOID — Vermillion





SPECIFICATIONS FOR OPPOSITE PAGE

Ceiling — SEMI-LUSTRE — White

Walls — SEMI-LUSTRE — Silver Gray

Woodwork — ENAMELOID — White

Floor — MAR-NOT FLOOR ENAMEL — Blue

Ceiling — SEMI-LUSTRE — White

Walls — SEMI-LUSTRE — Pale Green

Woodwork — ENAMELOID — Lettuce Green

Top Cupboard and Table — ENAMELOID —
Platinum and Vermillion Trim

Cabinet Top — ENAMELOID — Medium Green

Floor — MAR-NOT FLOOR ENAMEL — Tile Red





SPECIFICATIONS FOR OPPOSITE PAGE

Ceiling — SEMI-LUSTRE — Canary Yellow

Walls — SEMI-LUSTRE — Canary Yellow

Woodwork — ENAMELOID — White

Furniture — ENAMELOID — Vermillion

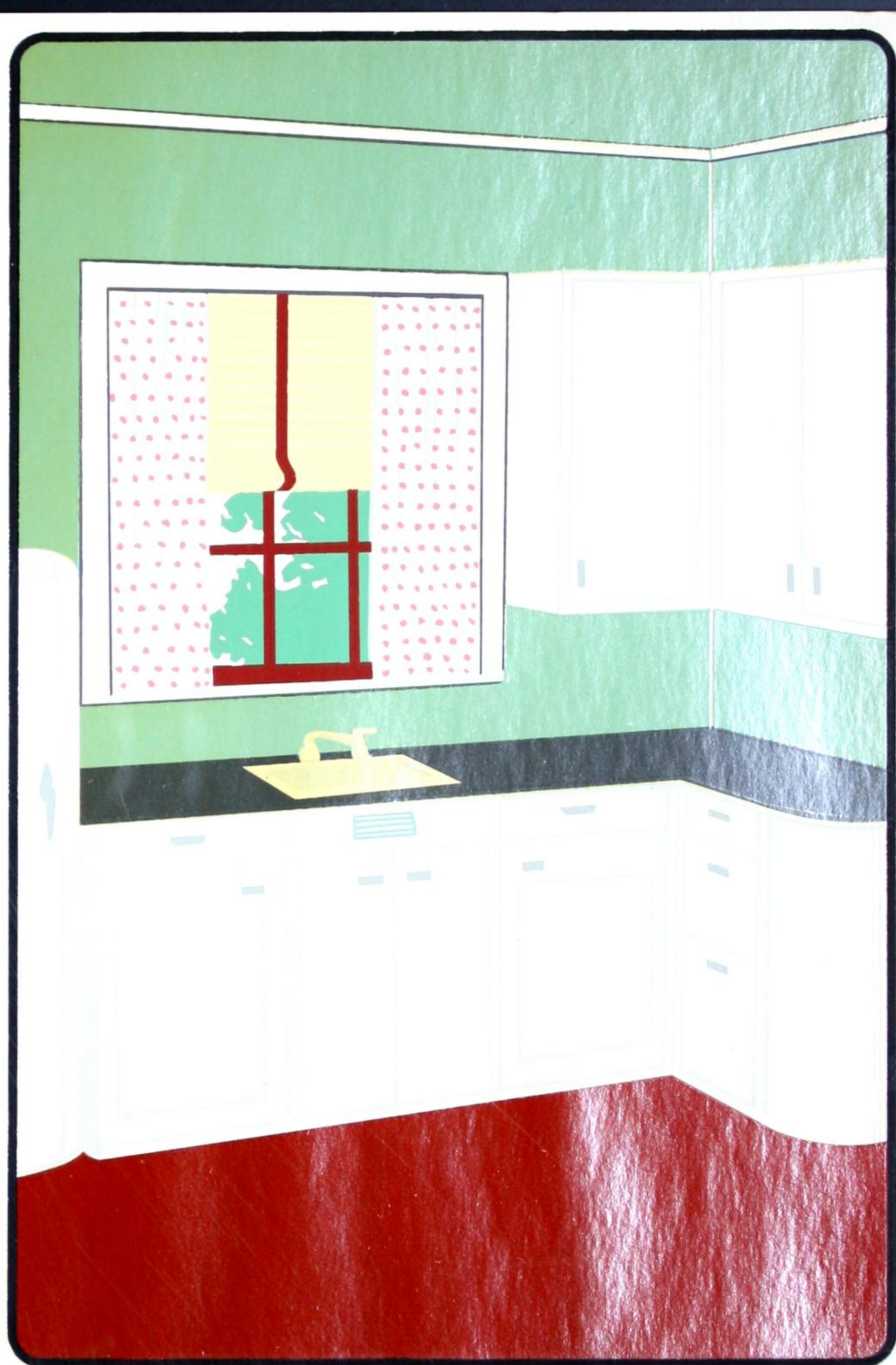
Floor — MAR-NOT FLOOR ENAMEL — Blue

Ceiling — ENAMELOID — Pastel Blue

Walls — ENAMELOID — Pastel Blue

Woodwork — ENAMELOID — White

Floor — MAR-NOT FLOOR ENAMEL — Tile Red





SPECIFICATIONS FOR OPPOSITE PAGE

Ceiling — SEMI-LUSTRE — Poudre Blue Tint
(one part White two
parts Poudre Blue)

Walls — SEMI-LUSTRE — Poudre Blue

Woodwork — ENAMELOID — Canary Yellow

Cupboard — ENAMELOID — Canary Yellow with
Vermillion trim

Floor — MAR-NOT FLOOR ENAMEL — Blue

Ceiling — SEMI-LUSTRE — White

Walls — SEMI-LUSTRE — Pale Green

Woodwork and Cupboards — ENAMELOID —
White

Furniture — ENAMELOID — Vermillion with
White trim

Floor — MAR-NOT FLOOR ENAMEL — Green





SHERWIN-WILLIAMS PAINTING GUIDE



Best results will always be achieved by consulting a reliable painting contractor and specifying Sherwin-Williams Paints.

UNPAINTED PLASTER SURFACES are porous and should always receive a first coat of S-W Wall Primer and Sealer. Give standard wall boards a first coat of S-W Wall Primer and Sealer. For the more porous insulating wall boards give a first coat of S-W Tri-Seal. After the priming coat dries, level off all nail holes in wall board, fill cracks at joints with special patching plaster recommended for this purpose. Let priming coat dry for 24 hours, then apply next coat of paint.

PREPARING OLD WALLS FOR PAINTING. If painted walls have scaled, leaving bare plaster, first sandpaper down edges of the paint. Then apply S-W Wall Primer and Sealer to bare spots and let dry. Walls previously painted with oil paint (especially kitchen walls which have a film of grease and dirt even though they look clean) should be washed before repainting. Grease interferes with the drying of new paint. Do not paint over Calimine. First remove it with a sponge and hot water. Let wall dry before applying S-W Wall Primer and Sealer. Old wallpaper must be removed before painting. Soak paper with hot water and scrape it off with a wide putty knife, taking care not to nick the plaster. Then wash off glue size, let dry and apply one coat of S-W Wall Primer and Sealer. Porous Wall surfacer or walls previously finished with flat wall finishes should be first sealed with Wall Primer and Sealer, or with a mixture of equal parts, Wall Primer and Sealer and the material selected for finishing coat.

OLD GLOSSY FINISHES should be scrubbed with a good washing powder, thoroughly rinsed, to dull the gloss. Sandpaper any shiny spots that remain. This enables a new paint to bond firmly to the surface.

S-W SEMI-LUSTRE is the ideal semi-gloss finish for kitchens, bathrooms, halls, playrooms, laundry room, etc. Semi-Lustre can be kept completely sanitary, because finger marks, grease from cooking, even ink spots wash off quickly.

TO APPLY S-W SEMI-LUSTRE TO NEW UNPAINTED SURFACES, (plaster or wallboard) first apply one coat of S-W Wall Primer and Sealer (S-W Tri-Seal to be used on porous insulating wall boards) let dry and apply Semi-Lustre as it comes from the can.

TO APPLY S-W SEMI-LUSTRE TO PREVIOUSLY PAINTED WALLS, apply S-W Wall Primer and Sealer to bare spots, let dry. Over flat wall paint, use a general first coat of Wall Primer and Sealer to which has been added two quarts of Semi-Lustre to the gallon. Let dry overnight. Then apply Semi-Lustre as it comes from the can.

S-W FLAT-TONE is a washable decorative finish that is ideal for living room, dining room, bedroom walls and ceilings. Flat-Tone diffuses light softly, is restful to the

eye and has a soft, dull finish that forms a perfect background for room furnishings. Glazed and stippled effects can be had easily with Flat-Tone.

TO APPLY S-W FLAT-TONE TO NEW UNPAINTED SURFACES, first apply one coat of S-W Wall Primer and Sealer. Let dry overnight. Then apply Flat-Tone in the desired color as it comes from the can.

TO APPLY S-W FLAT-TONE TO PREVIOUSLY PAINTED SURFACES, apply S-W Wall Primer and Sealer to bare spots. If old paint is in good condition, wash well before applying Flat-Tone. If the old finish looks porous add two quarts of S-W Wall Primer and Sealer to the gallon of Flat-Tone for a first coat. Apply second coat as it comes from the can.

EXTERIORS

1. On new buildings (and old buildings exposed to wet weather) allow the sun to dry the lumber thoroughly before painting. **2.** Never paint over a wet surface because any paint is likely to peel or blister under these conditions. Avoid painting on cold, damp days — also during blistering hot weather. Don't paint over surfaces recently exposed to frost. **3.** Paint when weather is warm and dry, when the air is free from dust and insects.

SHERWIN-WILLIAMS PAINTING GUIDE—*continued*

COLOURS BEST SUITED TO YOUR HOUSE.

Light tints make a house appear larger. Dark shades, also neutral grays, make it seem smaller. Following Nature's example the smaller house should be painted in the lighter, brighter tints while the large building should be done in the darker, more neutral shades, particularly in a group of other buildings. When the large house has spacious grounds with trees and shrubbery it, too, can be painted in brighter tints or White.

THE CONTRACTING PAINTER. For house painting, Sherwin-Williams recommends the services of a good, reliable painter. You will save money by securing the best available painter to apply this best possible paint.

NEW BUILDINGS. Promptly prime the wood siding of a new house to prevent warping and splitting. Finishing coats, however, should not be applied until after moisture from plaster has been allowed to escape and the lumber is thoroughly dry. This avoids danger of paint peeling. Cover knots and pitch streaks with pure orange shellac before priming, to prevent rosin from exuding and discoloring the paint. Putty nailholes and cracks after the priming coat. **CAREFUL PUTTYING IS MOST IMPORTANT.**

OLD WORK — RE-PAINTING. Have the painter burn off old cracking or peeling paint with a blow torch. Remove all loose paint with a putty knife, or with a wire brush. Where paint is removed down to the wood, prime these spots as specified for new wood. "Chalking" paint which is smooth, though gradually dusting away, forms a good foundation for new paint and need not be removed. Sand-paper all glossy areas under eaves, porches, etc., to avoid paint "crawling".

THE PRIMING COAT IS MOST IMPORTANT

because the finish can be no better than the foundation permits it to be. SWP Undercoater No. 450 is made from "Dual-Purpose" oils combined with positive hiding pigments. This permits the thorough sealing, priming, and uniforming of the surface.

Here are a few advantages of using SWP Undercoater No. 450: It makes possible excellent two-coat work on weathered surfaces . . . It produces superior two-coat house paint jobs on new or old houses . . . It has "built-in" hiding power . . . It minimizes "paint crawling" . . . Spreads easily and saves on labour costs.

VALUE OF PAINT

The true value of a paint is evident after it has been on the job for some time. You are safe with Sherwin-Williams Paints which have been "on the job" in Canada, inside and outside, summer and winter, for over fifty years. Today the famous "Cover-the-Earth" trademark is recognized everywhere as a guarantee of premier quality paint products at a fair price.

COMPARE THESE FIGURES

Ordinary Paint	Sherwin-Williams Paint
Covers approximately 300 square feet — 2 coats	Covers approximately 425 square feet — 2 coats
Will last approximately two years	Will last approximately five years
Before buying your material, figure the comparative cost per year of protection and see wherein true economy lies, keeping in mind "Cover-the-Earth Products" are easier to apply, thus saving on labour costs.	

COLOUR VALUES

Cool colours such as greens, blues, greys, are light, airy, and restful, and generally should be used in a room with southern exposure getting a generous share of sunlight.

Warm colours such as yellow, orange, and various tones of red are generally most successful in a room with northern exposure. Strong colours such as red, orange, dark blue, make a room smaller. Smaller rooms appear larger when light colours are used.

LIGHT REFLECTION CHART

Colour	Reflects Light	Colour	Reflects Light
White	89%	Buff	63%
Ivory	82%	Pale Green	59%
Canary Yellow	77%	Shell Pink	55%
Cream	77%	Olive Tan	43%
Sky Blue	65%	Black	2%

DECORATIVE STUDIOS

If the suggestions here are not suited to your requirements, our "Decorative Studios" will gladly prepare sketches and specifications especially for you

A letter advising type of room and furniture, colour of drapes and floor covering, and, if possible, dimensions and direction of light, is all the information they require. This service is free, and we are anxious for all home owners to take full advantage of it.

Send your requests to one of the following addresses:

Decorative Studios,

2875 Centre St., Montreal, Que.

1 Leslie St., Toronto, Ont.

110 Sutherland Ave., Winnipeg, Man.



TRADE MARK
REGISTERED

The SHERWIN-WILLIAMS Co.

OF CANADA, LIMITED.

FACTORIES:
MONTREAL, TORONTO, WINNIPEG,
VANCOUVER

MINES:
RED MILL, P.Q.

PAINT, VARNISH, LACQUER &
COLOR MAKERS.
LINSEED OIL CRUSHERS.
MINERS OF OXIDES,
CORRODERS OF WHITE LEAD.

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IN PRINCIPAL CITIES.

